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FOR IMMEDIATE RELEASE

April 23, 2015

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Cal Poly Students Win National Marketing Competition

SAN LUIS OBISPO —Cal Poly's National Agricultural Marketing Association (NAMA) Team earned first place for the second consecutive year at the annual National Agri-Marketing Association student marketing competition in Kansas City, Mo., April 15-17.

Of the 27 teams competing, Cal Poly edged out the University of Wisconsin-Madison and the four other finalists.

The top six marketing teams in winning order were: Cal Poly, San Luis Obispo, University of Wisconsin-Madison, North Dakota State University, University of Guelph, University of Wisconsin-Platteville, and the University of Minnesota.

Cal Poly's team of agribusiness majors created a marketing plan for a subscription-based refrigerated dog food product called Nature's Roots.

For the competition, students chose a product and developed a plan to successfully bring it to the marketplace. The in-depth marketing plan had to include a market analysis, business proposition, financial evaluations and action plan.

Teams submitted a written plan summary prior to the competition and then made a formal presentation of their plan to a panel of judges consisting of marketing and agribusiness professionals.

Cal Poly's team included: Seth Borges, a junior from Visalia; Thomas Fantozzi, a senior from Patterson; Matthew Geis, a senior from Bakersfield; Brea Haller, a senior from Imperial; Sarah Kraft, a senior from San Juan Capistrano; Francesca Parella, a junior from Pinole; Garrett Stolz, a senior from Exeter; and Edward Yanez, a senior from Bakersfield.

Professor Lindsey Higgins coached the team. The competition is part of the National Agri-Marketing Association's annual conference and trade show.

"The NAMA competition is an incredible Learn by Doing experience for students. In preparing for the competition, not only do students develop their marketing skills and knowledge, they also develop critical-thinking skills, communication skills, and teamwork," Higgins said. "I'm so proud of the work that this team put into the project and how well they represented Cal Poly."

Cal Poly has won the competition 11 times in the past 38 years -- more than any other university.

About NAMA

A nationwide organization, the National Agri-Marketing Association consists of agri-marketing professionals. Student NAMA chapters, with more than 1,300 members at leading universities and colleges, comprise an important part of NAMA's membership. For more information, visit www.nama.org.

About Cal Poly's College of Agriculture, Food & Environmental Sciences

Cal Poly is a nationally ranked, comprehensive polytechnic university. The university's College of Agriculture, Food & Environmental Sciences is composed of expert faculty members who take pride in their ability to transform academically motivated students into innovative students ready to solve the complex challenges associated with feeding the world in sustainable ways. Students have access to state-of-the-art laboratories including rangeland, orchards, vineyards and forests, all of which provide the basis for Cal Poly's Learn by Doing methodology.

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